



Buffalo Youth Lacrosse Board Meeting

November 18, 2018, 7 pm at Buffalo Civic Center

Agenda/ Minutes

Meeting called to order at 7:00 pm

Attendance:

Board Members: Rick Nuss, Danyelle Hansen, Melissa Hahn, Katie Schmidt, Gayle Hyde, Mike Swenson, Laura Neu, Ed Neu, Jason Tornell

President's Report (Rick Nuss)

- GNLL sent out an email and specified that box registration deadline is February 15th and Spring is February 20th.
- Boys/ Girls Spring registration deadline February 10th, 2019
- Rick has emailed the St. Michael Dome, they will email with available times and will rent it out if it's open.
- Before the next meeting have a meeting with the Player Development Committee.
- 9- \$20 gift cards for marketing to use to give away as a way of enticing Facebook likes.
- Table discussion on \$50 for paying team managers

VP Report (Danyelle Hansen)

- Will have more information on MSLax Day in December.

Secretary's Report (Melissa Hahn)

- Rick Nuss to approve October minutes, 2nd motion by Gayle Hyde. October minutes approved.

Treasurer's Report (Katie Schmidt)

- Updating windows subscription since MS Money is no longer updating
 - Quicken/ QuickBooks - To in-depth and difficult to learn
 - Something online similar to what Wells Fargo has where things can be categorized and imported/exported
 - Mint.com
 - Other free programs

Marketing (Laura Neu)

- Question regarding marketing dollar amount of \$5,599.00 as noted in 10/21 Meeting Minutes.
- Advertise our equipment rental option on the website
- Parent apparel ideas
 - Danyelle suggested having J&J's look into a company in St. Paul called UNRL. They offer some really nice apparel to custom stores. Frog Lacrosse goes through them.
 - Apparel to offer: (Hoodies, blankets, v-neck, hats, etc.)

Boy's Program (Mike Swenson)

Off Season Clinics

- Mike is still trying to find places in order to try and put together a clinic of some kind during the off season and through winter.
- Jason mentioned maybe Rockford Community Center since Rockford doesn't have any teams, we could hold some clinics there and bring some new people in. The high school has a co-op with Delano but they may not be obligated to go with Delano Youth. Danyelle pointed out that they also do not have a girls program.
- Mike will get contact info for Jamie Smith with the Rockford Community Center from Lorinda. Jason can also reach out and talk to them.
- Possibly reach out to the Superintendent of Rockford schools who have expressed interest in lacrosse.
- Mike will try and talk to Lee about Box season
- Box- looking at two teams at least. 12u & 14u. We won't know until GNLL registration is live for it. Could put up a registration for 10u Box and see the interest. If numbers are close we can put something out there to get people to come register on the Buffalo site. Rick mentioned bringing it up at the Coaches meeting to the 10u coaches to see if there is an interest in coaching box.
- Mike & Rick to have an 8u regional meeting

Girls Program (Ed Neu)

- MSLAX registration closes March 1st. Charge fee for late registration.
- Starting December 2nd there will be lacrosse every week until Spring season. Girls clinics all winter long every Sunday. Some are at Orono Dome, Chaska Dome, St. Paul Regional, Champions Hall. High School and Middle School, 14u and up have Sundays at Orono. 8u, 10u, 12u have various days throughout. There will be a Coaches Clinic for girls and P.C.A Clinics (Positive Coaching Alliance). Ed has asked if it's just for girls or for boys coaches as well.

Scheduling (Lindsey Worth)

- Nothing to report currently

Volunteer Report (Gayle Hyde)

- Nothing to report currently

Registration Report (Gayle Hyde)

- Working on the Dicks Sporting Goods website

Field/Equipment Coordinator Report (Jason Tornell)

- Equipment and Uniforms
 - Areli Sportswear where we purchased JV uniforms (flip-flopped shorts & shirt sizes, sent us purple shorts when we ordered black). The club owns 15-20 black shorts which can be absorbed back into the club funds.
 - Rick to get contact information for Northstar and move forward with them. Northstar said they would do it and match the price. They may have already sent digital mockups. They would provide us with sample sizes to borrow for our Parent meeting and we could get them back to them.
 - Danyelle spoke to Kyle Koren about the One Goal program and how they handle equipment. He stated that everything is in bins vs pre-bagged due to sizing. You have a

sheet to check off what the player already has and what they need so the equipment will stretch a bit further.

- Would like to purchase 20 bags for rental equipment. Black or purple preferably. Can look into screen printing once we have them. Possibly J&J's with our logo
- We currently have 20 sets for boys, 20 sets for girls and 2 goalies. Sizing is geared towards 8u & 10u players. The rental equipment would be available for the Spring season.
- Create a spreadsheet for equipment check out with their name, size and collect a check.
- Pick a day 2 weeks after registration closes but before the Spring season starts.

Fundraising - (Lorinda Ims)

- Nothing to Report Currently

New Business

- Beer Bust-March 9, 2019 from 1-4pm
- Golf Tournament move to September 7, 2019

- **Committees**

- **Parents Committee Meeting-** Laura (chair), Rick, Danyelle, Katie, Melissa
 - Next meeting set a date for Parents Meeting, right when registration opens (weekend of registration)
 - Registration ready to go by January 15th, open for 2 weeks
 - Encourage US Lacrosse membership to be done ahead of time
 - Registration help table, laptops- Jason can get from school
 - US Lacrosse memberships to give out
 - Registration closes February 10th. Parent Meeting on February 4th.
 - Parents Committee discuss hosting another Parent Meeting.
 - Would be good to have sample jerseys for kids to try on.
- **Registration/ Website Committee-** Ed (chair), Rick, Danyelle, Laura, Gayle, Katie
 - Registration for Box needs to be live by end of January 2019. If Dicks isn't going to work out then we need to get Sports Engine going now. Gayle, Laura, Rick, and Ed to talk about that more. Dicks website invitations sent to Ed, Laura, Gayle, and Rick
 - Katie mentioned how confusing it was to register for lacrosse and to register for US lacrosse membership as well, going back and forth between the sites. Simplify the process by breaking it down into steps. Posting the step by step on facebook, and our website. Simplify and breakdown when each season runs and for how long. I would add in the age groups for Box lacrosse as well. Laura stated that she can do that to help break down and simplify the process. Blast on Facebook, email, website, etc.
- **Fundraising Committee-** Lorinda (chair), Rick, Danyelle, Melissa, Laura, Gayle
 - Sponsorship letters to get out before the end of the year
 - Committee meeting early December Lorinda will send out an email
 - Lorinda has talked to about 90% of the contributors from last year and build upon what we have for this year.
 - Decide if we want to do t-shirts which was pretty much break even. The money taken in for sponsorships covered the cost of the t-shirts. Spent \$1120 on t-shirts and brought in \$1100.
 - T-shirts OR Shooter shirts with sponsors on the back of the Shooter shirts? Order through J&J's. Players could still get their name on the bottom of the shooters. Make the shirts part of the registration. Shooter shirts would be optional.

- Would like to know who is committing to be sponsors by the beginning of February, logos by February 15th. Put the order in by March 1st in order to have the shirts by April.
- Sponsor amounts:
 - \$50- Bronze- Tax deductible letter
 - \$100- Silver- logo on the website & tax deductible letter
 - \$250- Gold- Personalized message from their business on the website, social media blasts, logo on the t-shirt, tax-deductible letter
 - \$500- Platinum- Personalized message from their business on the website, social media blasts, logo on the t-shirt, extensive bi-monthly emails, tax-deductible letter
- 501(c)3
 - We're set up as a sports foundation which prevents us from receiving donations from larger places (example: Wells Fargo) or rather they don't want to donate to a foundation because they feel like they lose control of the money once it goes into a foundation.
 - A disclamation needs to be sent to the IRS so that we can restate how we would like to be set up. Rick and Lorinda talked about hiring someone out of St. Michael who can clean it up for us.
 - Pull tabs- Since it has to do with gambling we'd have to hire someone to do all of it. We'd have to go to a manufacturer for pull tabs to buy the box and sell the box to an establishment such as Bunkers, etc. It's much more involved.
- Commander of the Legion- Scott Edwards interested in donating to our youth club. Donated to wrestling last year and it was about \$10k
- Danyelle reached out to Culvers. They will send her some information on what percentage goes back to the club from a day of sales.
- Laura brought up Amazon Smile- We can't do it because we are a foundation and not a charity.
- Jason brought up that the high school kids bag groceries at Cub. Rick & Danyelle talked about how it could be for a tournament fundraiser option.
- **Budget Committee-** Katie (chair), Rick, Danyelle, Mike, Gayle
 - Based off of Boys 10u, 12u, 14u & Girls 10u & 12u. Assuming 78 players per season. 2 seasons (Spring & Summer) gives us 156 players
 - This year go straight numbers, every team pays the same (Flat fee cost of approx. \$190- \$200) with the exception of 8u Boys & Girls who would be \$60.
 - Possibly sneak in another budget meeting to finalize all the numbers.
 - By next meeting tell Gayle/ Sports engine what fees are for registration so that can be entered.
 - New uniforms which would be another \$45 (jersey & shorts) on top of the registration fee. Table and think about it before the next meeting. Including registration would be around \$235 and that everyone is getting new uniforms with the new look. Shooters would be optional and an additional \$20. Look into a sublimated hoodie with name and number on it. Northstar- Buffalo parents would get 10% off, Board members get 20% off of their instore stuff, possibly online as well.
- **Coaching Committee-** Rick (chair), Danyelle, Mike, Ed
 - Meeting on November 29th @7pm backroom of the Legion, touching base on last year, any issues the coaches had, who wants to commit to it for 2019 ahead of time, hopefully, know more about the St. Michael Dome to have a day with the coaches to go over simple drills with a bunch of kids. \$10 a piece to play lacrosse for a couple hours in the dome.
 - Drills are linked on the Coaches Corner page within the website.

- Coaches so far, Russ, Hans, April, Craig
- Met with Bill Carter. He is interested in trying to get involved and helping but he didn't play until high school.
- **Bylaws & Policies Committee-** Ed(chair), Rick, Danyelle
 - Everyone is welcome to go into the Bylaws and Policies and see if there's anything you can see that needs to be updated. Print it out and mark changes that need to be made.

Next Meeting: December 16th, 2018 at the Buffalo Civic Center at 7:00 pm

Adjourned

Rick Nuss motioned to adjourn, all in favor